

ABSTRACT

A method for distributing promotional material is disclosed. The method, which may be practiced as a fully-automated process, calls for the use of packages of bread as unique vehicles for retailer-specific targeting of promotional material. The invention achieves its objectives by connecting a network of entities and computer systems, wherein information regarding bakeries' production schedules, specific retailers' purchase orders, and advertisers' specifications are collected and processed to provide instructions for bagging and/or coupon-targeting systems to include specified wrappers and promotional material with each loaf, or groups of loaves, of bread. A cart-marking system ensures that each retailer's order is placed on a separate cart, with the packages of bread containing promotional material that is tailored for that retailer.